

### Commitment Timetable - Media

#### OOH:

- 1Q '96 test market activity will be purchased September 1st with a 60 day cancellation option:
  - Commitment date: November 1, 1995
- Begin to reserve Region 5 activity in November with a 60 day cancellation option:
  - Commitment date: February 1, 1996

#### Print:

- January insertions in test markets need to be ordered 2 1/2 to 3 months prior to issue
  - Commitment date: October 1, 1995
- May monthlies in Region 5 need to be ordered 2 1/2 to 3 months prior to issue:
  - Commitment date: February 1, 1996

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